

REMARKS

Claim 49 is new; thus, claims 1, 5-21, 25-31, and 35-49 are all the claims pending in the application. Claims 1, 5-21, 25-31, and 35-48 stand rejected on prior art grounds. Applicants respectfully traverse the rejections based on the following discussion.

I. The Prior Art Rejections

Claims 1, 5-21, 25-31, and 35-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2003/0098882 to Cowden (hereinafter referred to as “Cowden”) in view of U.S. Patent Application Publication No. 2005/0076084 to Loughmiller (hereinafter referred to as “Loughmiller”) in view of U.S. Patent Application Publication No. 2002/0083469 to Jeannin (hereinafter referred to as “Jeannin”). Applicants respectfully traverse the rejections.

Applicants traverse the rejections because the art of record fails to teach the claimed features of scanning the content of the unsolicited instant advertisement for hyperlinks and automatically activating at least one of the hyperlinks to reward a web site issuing the unsolicited instant advertisement, as recited in independent claims 1, 21, and 31.

As described in paragraph [0019] of Applicants' disclosure, the present system may be configured to further reward the web site issuing the unsolicited instant advertisement. Often a web site host receives increased revenue if a user interacts with the unsolicited instant ad. The present system scans the content of the unsolicited instant advertisement for hyperlinks. If hyperlinks are found, the present system automatically activates one or more of those hyperlinks to catch and handle the unsolicited instant advertisement by the same mechanism in the current art. In an embodiment, the present system applies intelligent rules to ensure that only benign links are traversed. Consequently, the present system brings increased profit to the host web site. In an embodiment, the user may specify which web sites and which unsolicited instant advertisements are to be rewarded in this manner, reinforcing acceptable unsolicited instant advertisements presented by the web site and ignoring unacceptable unsolicited instant advertisements.

Unlike the claimed invention, nothing within the art of record teaches scanning unsolicited instant advertisements for hyperlinks and automatically activating at least one of the hyperlinks. Instead, the art of record merely discloses user activation of hyperlinks that are on a primary browser window (e.g., Cowden, para. [0058]).

Therefore, Applicants submit that the proposed combination of Cowden, Loughmiller, and Jeannin fails to teach the claimed features of “scanning the content of the unsolicited instant advertisement for hyperlinks ... [and] automatically activating at least one of the hyperlinks to reward a web site issuing the unsolicited instant advertisement, as recited in independent claims 1 and 21. Furthermore, the cited art fails to teach the claimed features of a “detection engine that ... scans the content of the unsolicited instant advertisement for hyperlinks and automatically activates at least one of the hyperlinks to reward a web site issuing the unsolicited instant advertisement”, as recited in independent claim 31.

In addition, Applicants submit that dependent claims 5-20, 25-30, and 35-49 are similarly patentable, not only because of their dependency from a patentable independent claims, but also because of the additional features of the invention they recite. In view of the foregoing, the Examiner is respectfully requested to reconsider and withdraw the rejections.

II. Formal Matters and Conclusion

In view of the foregoing, Applicants submit that claims 1, 5-21, 25-31, and 35-49, all the claims presently pending in the application, are patentably distinct from the art of record and are in condition for allowance. The Examiner is

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respectfully requested to pass the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary.

Respectfully Submitted,

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